

NEtwork '04 Conference

National Business Learning Partnership

Peer-to-Peer Mentoring Project

Maine and Idaho



***Maine's
WORKFORCE DEVELOPMENT
CONSULTANT CERTIFICATION
COURSE***

Building a World-Class Workforce

BACKGROUND

- **Recognized importance of workforce development to profit and productivity**
- **Increased emphasis on business as key provider of lifelong learning & competitive skill development**
- **State gap in workforce development needs assessment**

COURSE OBJECTIVES

TO BUILD MAINE'S CAPACITY:

- **To facilitate assessment of the skill needs of state employers**
- **To facilitate employer access to workforce development resources**
- **To address employer needs through a comprehensive employer service strategy**

THE BIG PICTURE

DESIRED IMPACT:

- A knowledge-based economy: quality employment, competitive industry, sustainable community development

MECHANISM:

- A unified cadre of workforce development facilitators
- A unified system for workforce development delivery

PRODUCT(S):

- Facilitated needs assessments and workforce development strategies for state employers

DEMAND-SIDE STRATEGIES

- ✂ **Connect WD system to competitive skill development for industry**
- ✂ **Expand WD system to include retooling & lifelong learning for incumbent workers**
- ✂ **Leverage private-sector investment in the skill development of ME workers**

STRATEGY

- ✂ Assessment**
- ✂ Infrastructure**
- ✂ Integration**
- ✂ Tool development**
- ✂ Skill development**

SKILL DEVELOPMENT

STAFF DEVELOPMENT (2000 -2004):

- Creation of 40 hr. *Workforce Development Consultant Certification Course* via DOL Incumbent Worker Grant**
- 141 Workforce Development Consultants trained to help Maine companies assess & address workforce issues**
- Trainees: CareerCenters, Community College System, University System, Adult Education, Secondary Schools, CBOs, Private Sector, etc.**

TOOL DEVELOPMENT

EMPLOYER SERVICE STRATGY (ESS):

- **Business Assessment tool modeled after Individual Service Strategy for jobseekers**
- **Used to facilitate workforce needs assessments & business strategy development**

SYLLABUS

- **Business & Industry Environment**
- **Modern Workplace Environment**
- **Relationship of Intangibles > Business Strategy**
- **Lean Manufacturing 101**
- **Workforce Development Theory**
- **Assessment: Organization, Process, Worker Skill Needs**
- **Business Needs Assessment and Strategy (ESS)**
- **Completed ESS Presentations**

SAMPLE RESULTS

Completed Employer Service Strategy (ESS) included: >

- **Customized recruitment of WIA participants**
- **TAA - OJT**
- **STW: Registered Apprenticeship**
- **STW: Registered Pre-Apprenticeship**
- **Adult Ed creates Communications Course for Supervisors**
- **Company develops 1st job descriptions**
- **MEP assists with Lean Manufacturing**
- **State incumbent worker training program funds Lean 101**
- **Company receives Business Equipment Tax Reimbursement**
- **Total # coordinated service providers: FIVE**

IDAHO MEETS MAINE

- Idaho was interested in the way Maine had initiated and implemented assistance to its businesses.
- Maine agreed to serve as a mentor.
- The WFDCCC was the hook!

Mentoring Steps

- Agreement on the element Idaho was most interested in – the WFDCC Course.
- Arrangement to have 7 Idaho Department of Labor staff attend the Course.
- One day of intensive discussion of how Maine integrated employer/business assistance into its One Stop mission.

... and

- Intensive information on developing a course to meet Idaho's needs.
- Feedback on course development.
- Maine representatives attended the very first Idaho course.
- Feedback on the course for modifications.

What changes has Idaho seen?

- The Departments of Labor and Commerce merged.
- Selected One Stop leaders are now called the “Business Response Team.”
- Demand-side needs are being identified, along with development of strategies.

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